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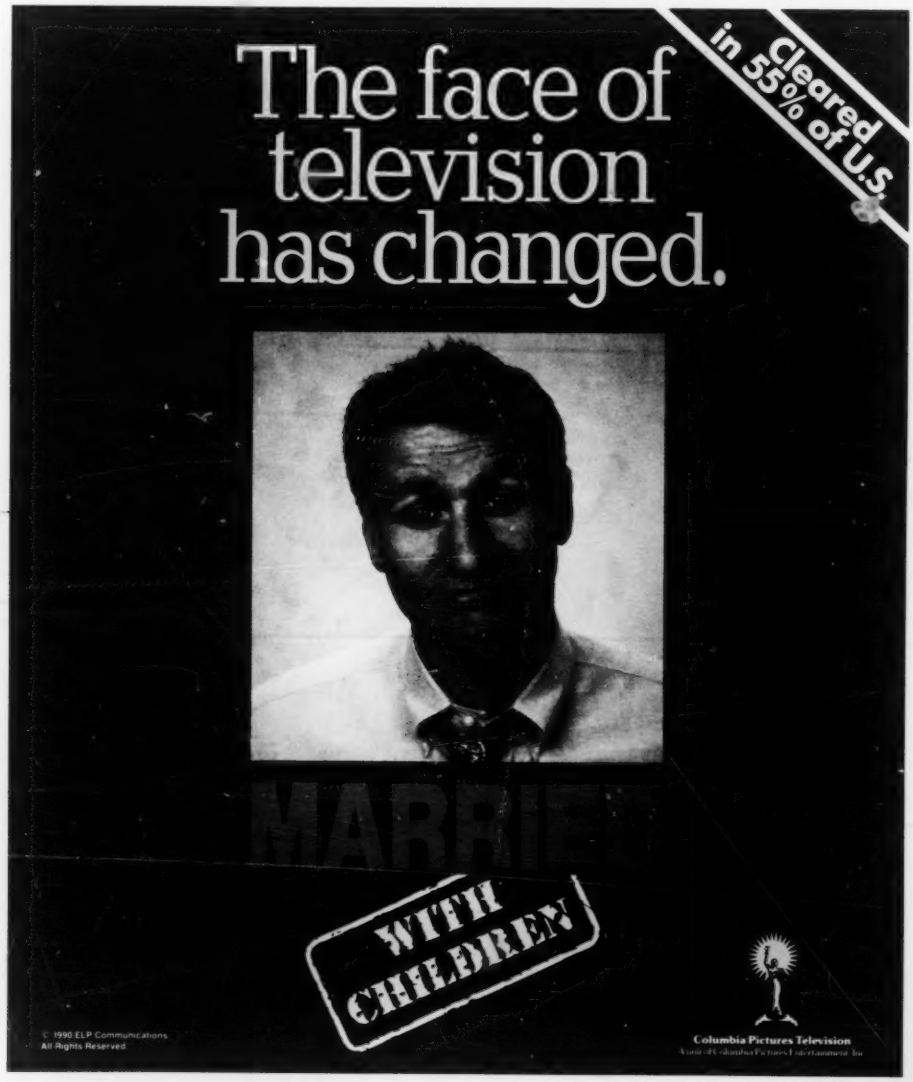
The face of television has changed.
Cleared in 55% of U.S.
MARRIED
WITH CHILDREN
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Columbia Pictures Television

Vol. 119 No. 10

FROM NOW 'TIL 1991

MD 20814 -
4ET4E5J4
4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SRI ACD
JOHI4SRI AT850I ZCZ
**********5-DIGIT 20814

THIS WEEK

19 / ROAD TO '91

BROADCASTING previews what are likely to be the top developments across its beats from now until the end of the year in cable and broadcast programing, business, satellites, Washington and radio. Among the contenders: Responding to the challenge of competion, the broadcast TV networks will be offering more than 30 new shows during the 1990-91 season; the lack of channel capacity on cable systems isn't stopping new services from launching, and, despite the tentative international situation, the Radio Advertising Bureau is sticking with its projection of 5% revenue growth.

23 / GETTING THE MESSAGE BACK

Since Iraq's Aug. 2 invasion of Kuwait, ABC, CBS, NBC and CNN have used a combination of variable-time-period leases of Intelsat and Arabsat capacity, coordination with telecommunications ministries in the Middle East and transportable 'flyaway' uplinks to get precious video home. CBS's experiences leading up to an Aug. 29 interview with Saddam Hussein illustrated the networks' evolution from depending on local governments and facilities (and on booking satellite time on short notice), to creating round-the-clock paths from their own uplinks in Amman to operations centers in New York by late last month.

'Innovation' is the byword of the 1990-91 TV season, due in great part to the 'Twin Peaks' phenomenon and the increasing visibility of the younger-skewing Fox (page 19).

25/ IN THE PICTURE

Many associated with the Fifth Estate are optimistic that a committee of federal judges' recommendation to conduct a three-year experiment allowing the use of cameras and microphones in some federal district and appellate courts could open the door for introducing cameras in federal criminal trials and at the Supreme Court. Said C-SPAN's Brian Lamb: "The Peckham decision bodes well for the future of television in the courts. It's a first step."

27 / THEY SHALL NOT RETURN

Some syndicators have decided not to return to next year's Association of Independent Television Stations convention; others plan a substantially reduced presence. Among the reasons cited: the INTV show's proximity to NATPE and lessened demands for syndicated fare by independents-turned-Fox affiliates.

28 / JACKSON'S SADDAM HUSSEIN INTERVIEW

King World said it will finance the Rev. Jesse Jackson's trip to the Middle East to interview Iraq's Saddam Hussein. Any footage from a meeting with the Iraqi leader and/or the American hostages will air on King World's syndicated *Inside Edition*.

32 / THE WORLD OF RADIO

While their TV counterparts lamented the lack of visual coverage of the crisis in the Middle East, coverage by the major radio networks and a number of major market all-news radio stations suffered only slightly. Unlike the TV journalists, radio also had the advantage of traveling light, usually encumbered only by a tape recorder and microphone.

36 / HEADING TO BOSTON

Broadcast equipment manufacturers have booked a record 40,800 square feet of space at the National Association of Broadcasters Radio '90 conference in Boston, Sept. 12-15, where topics such as the availability of financing, formats, ethical business decisions, a digital radio seminar and the effects of debt and leverage on station operations are among the topics scheduled for discussion.

38 / CABLE IN THE CLASSROOM

The cable industry's education initiative was launched last year to provide teachers information on programing they may wish to use in their curriculums. Today it includes 19 programing networks and 33 MSO's representing more than 77% of the industry.

41 / OLYMPICS PACKAGING

Cablevision and NBC are offering cable systems a

choice of packages for the summer 1992 pay-per-view Olympics. However, operators will pay the same amount per subscriber, no matter which PPV package they choose.

43 / INTERACTIVE TV WAY

Canada's Andre Chagnon, Lew Groupe Videotron's chairman, president and chief executive officer, predicts that an interactive television service called Videoway will increase cable's penetration in Canada and help equalize international and domestic operations for Canadian MSO's.

46 / 21ST CENTURY CABLE TELEVISION

Cable industry experts appearing at a Washington technology seminar gave a clear picture of the sort of equipment system operators will be using 10 years from now, and of the new services cable subscribers will receive.

48 / INDUSTRY SEEKS DAB SPECTRUM

An industry group advising the FCC on policy for the 1992 World Administrative Radio Conference has identified seven potential bands for digital audio broadcasting services. Some of the suggestions are already under heavy fire.

Getting the story back from Iraq (page 23).

50 / THREE-YEAR RULE STILL OUT

The U.S. Court of Appeals in Washington has upheld the FCC's repeal of the three-year anti-trafficking rule, saying it is not inherent in the Communications Act of 1934 and that the commission acted properly last year in declining to launch a rulemaking to reinstate it.

51 / MONEY FOR TV MARTI

Despite objections from broadcasters, President Bush has signed an order releasing $16 million in federal funds for the continued operation of the United States Information Agency's TV Marti. According to a statement by White House spokesman Marlin Fitzwater, the service "is an integral part of U.S. policy to provide free access to information for people who are denied that right."

52 / PICK ONE

An update of a just-released Petry Television Inc. study shows that the trend toward stations using either Arbitron or Nielsen—but not both—is continuing. Since last November, the percentage of stations subscribing to both research services has dropped 3% to 48%, with Nielsen holding a slight edge in clients.

53 / THEY LIKE TO WATCH

A study from ABC says that television viewing by 62 million adults on summer vacation is not being measured. According to the study, 43% (79 million adults) are away from their homes on vacation, and the average vacation viewer watched about three hours of television daily over six days. ABC said that the uncounted viewers are worth between $90 million and $180 million in advertising revenue.

Courtroom doors are opening for TV and radio (page 25).

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Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting/Cable introduced in 1989. ®Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
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Broadcasting
■ Cable

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SURVEYING SYNDICATION'S FALL LINEUP

Over the next two months, 45 first-run, eight off-network, (seven half-hour sitcoms and a single hour-long drama), one off-cable and one off-first run shows will mark their debuts in syndication. Another three first-run programs, MCA TV's *Harry and the Hendersons* and *Roggin's Heroes* and Paramount's *The Party Machine with Nia Peebles*, are set for midseason debuts.

Considering the tightness of the marketplace for new syndicated product—early fringe and prime access time periods continued to be hotly contested—station executives and distributors will be keeping an even closer eye on the November sweeps. The following listing of debut dates and clearances are supplied by the programs' distributors. An NA indicates the information was not available.

PROGRAM (DISTRIBUTOR)	DEBUT DATES/STATIONS/ PERCENTAGE OF COUNTRY
FIRST-RUN PROGRAMS	
GAME SHOW STRIPS	
Challengers (Buena Vista TV)	Sept. 3/127/85%
Joker's Wild (Orbis)	Sept. 10/108/85%
Trump Card (Warner Bros.)	Sept. 10/124/87%
Quiz Kids Challenge (Guber-Peters)	Sept. 10/80-plus/82%
Tic Tac Dough (ITC Dist. Group)	Sept. 10/80/80%
TALK SHOW STRIPS	
Graham Kerr (MTM) 1	Sept. 17/122/78%
HALF-HOUR LATE FRINGE STRIPS	
My Talk Show (MCA TV)	Sept. 24/121/88%
The Party Machine (Paramount) 2	Jan. 1991/NA/NA
REALITY-BASED STRIPS	
Instant Recall (King World)	Sept. 3/75/65%
Personalities (20th TV [Fox])	Sept. 3/118/82%
Preview: Best of the New (TPE)	Sept. 17/85/75%
CHILDREN'S HALF-HOUR STRIPS	
Great Expectations (Hearst Ent.)	Sept. 1/55/60%
Mighty Mouse & Friends (Viacom)	Sept. 10/92/81%
Tale Spin (Buena Vista)	Sept. 10/146/93%
Gummi Bears (Buena Vista)	Sept. 10/146/93%
Merrie Melodies (Warner Bros.)	Sept. 17/117/84%
New Adventures of He-Man (LBS)	Sept. 17/75/75%
Tiny Toon Adventures (Warner)	Sept. 17/135/91%
Wake Rattle & Roll (Worldvision)	Sept. 17/80/80%
G.I. Joe (Claster Television)	Sept. 24/102/88%
Video Power (Bohbat Ent.)	Oct. 1/79/81%
CHILDREN'S WEEKLIES	
Captain Planet (Turner)	Sept. 10/182/98%
Dragon Warrior (LBS Comm.)	Sept. 10/70/70%
Widget (Zodiac)	Sept. 29/130/85%
HALF-HOUR WEEKLIES	
Memories (LBS Comm.)	Sept. 10/125/82%
Krypton Factor (Western Int'l)	Sept. 15/80/70%
$1 Mill. Video Chal. (World Events)	Sept. 15/95/75%
New Music Report (Guber-Peters)	Sept. 15/80-plus/84%
Home Again (Group W)	Sept. 17/127/88%
On Scene: Emergency Rescue (Group W)	Sept. 17/120/83%
Dracula (Blair Entertainment)	Sept. 24/115/85%
The New Adam 12 (MCA TV)	Sept. 24/111/77%
The New Dragnet (MCA TV)	Sept. 24/111/77%
Reunion (Blair Entertainment)	Sept. 24/130/90%
What A Dummy (MCA TV)	Sept. 24/115/85%
Super Force (Viacom Enterprises)	Oct. 6/155/94%
Harry and the Hendersons (MCA TV)	Jan. 1991/120/87%
Roggin's Heroes (MCA TV)	Jan. 1991/NA/NA
Sports Quest M&M Syndication	Sept. 8/82/78%
Street Beat M&M Syndication	Sept. 28/94/82%
Weekend Travel Update News Travel Network	Sept. 22/70/70%
Stories From the Bible (Worldvision)	*Sept. 15/85/60%*
HOUR WEEKLIES	
Big Break (Multimedia Ent.)	Sept. 8/116/82%
A Current Affair Extra (20th TV)	Sept. 8/170/94%
Preview: The Next 7 Days (TPE)	Sept. 22/85/75%
Jesse Jackson Show (Warner Bros.)	Sept. 24/130/91%
21 Jump Street (Cannell Dist.)[3]	Oct. 1/110/90%
Neon Rider (Hearst Entertainment)	Oct. 1/appx. 40/50%
The Party Machine (Paramount)[2]	Jan. 1991/NA/NA
Pump it up (Twentieth Television)	Sept. 7/NA/NA
OFF-NETWORK PROGRAMS	
HALF-HOUR SITCOMS	
Golden Girls[4] (Buena Vista)	Sept. 3/NA/65%
227 (Columbia Pictures TV)	Sept. 3/NA/NA
Amen (MCA TV)	Sept. 17/78/NA
Hogan Family (Warner Bros.)	Sept. 17/78/71%
Perfect Strangers (Warner Bros.)	Sept. 17/121/87%
ALF (Warner Bros.)	Sept. 24/160/91%
Head of the Class (Warner Bros.)	Sept. 24/122/85%
HOUR DRAMAS	
21 Jump Street (Cannell Dist.)[3]	Sept. 17/47/NA
OFF-FIRST RUN	
HALF-HOUR STRIP	
Out of this World (MCA TV)	Oct. 1/35/NA
OFF-CABLE	
WEEKLY TWO HOUR	
Night Flight (MG/Perrin)	Sept. 24/85/70%

FOOTNOTES

[1] MTM Distribution's *Graham Kerr* is a cooking show, but is technically cleared on stations as a half-hour daytime entry.

[2] Paramount Domestic Television's *The Party Machine with Nia Peebles* will be available at midseason as a half-hour strip and weekly hour for Saturdays or Sundays.

[3] Cannell Distribution's *21 Jump Street* is being made available as a weekly first-run hour for the 1990-91 season, while new episodes can also be stripped with off-network episodes.

[4] Roughly half of the stations are clearing the show in 1990 (the others are debuting it in fall 1991) and will debut it either September 3 or 10.

RATINGS ROUNDUP

In the first head-to-head match between *The Cosby Show* and *The Simpsons*, Thursday, Aug. 23, *Cosby* was the winner hands down. But executives noted that the real test is yet to come because the episodes that ran for both shows were repeats. *Cosby* averaged a 15 rating and 28 share. *Simpsons*, was second in the time period with an 8.4/16.

For the week, NBC was first in prime time with an average 10.5/20, followed by ABC with 9.4/18 and CBS with 9.1/17.

Week 48 **Aug. 20–Aug. 26**

1st column tells rank, 2nd column tells position compared to last week, ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	16.5/35	C	60 Minutes
2	15.4/27	N	Cheers
3 ▲	15.0/28	N	Cosby
3 ▲	15.0/27	N	Unsolved Mysteries
5 ▲	14.9/30	N	Empty Nest
6	14.2/25	N	Ferris Bueller Preview
7	14.1/24	N	Parenthood Preview
8 ▲	13.9/28	N	Golden Girls
9 ▲	13.8/24	N	Matlock
10 ▼	13.6/23	A	Roseanne
11 ▼	13.3/25	A	Amer. Funniest Videos
12 ▲	12.9/22	A	Doogie Howser, M.D.
13 ▲	12.5/25	A	20/20
14	12.2/22	C	Murder, She Wrote
15 ▲	12.1/25	N	Carol & Company
16	11.9/22	N	Real Life w J. Pauley
17 ▼	11.8/20	C	Designing Women
17 ▲	11.8/21	A	Tim Conway
17	11.8/22	C	Top Cops
20 ▲	11.7/21	A	Growing Pains
21 ▲	11.6/20	C	Movie:Fatal Judgement
21	11.6/20	A	Family Matters Spec.
21 ▼	11.6/20	F	Married...With Children
21 ▲	11.6/21	A	Who's the Boss?
25 ▼	11.5/20	N	Night Court
26	11.4/21	A	NFL Pre-Season Football
27 ▼	11.2/19	A	Coach
28 ▼	11.1/20	N	Grand
29	11.0/20	N	Hull High Preview
29 ▲	11.0/21	A	Perfect Strangers
31	10.9/20	N	Lifestories Preview
32	10.8/19	N	Working It Out Prev.
33 ▼	10.7/22	A	Full House
33 ▼	10.7/18	C	Murphy Brown
33 ▲	10.7/19	C	Rescue: 911
36 ▲	10.4/20	A	New Attitude
36 ▼	10.4/20	A	Wonder Years
38 ▲	10.3/18	C	Jake and The Fatman
39 ▼	10.2/17	F	In Living Color
40 ▲	10.1/18	C	Movie: Mystic Pizza
40 ▼	10.1/20	A	Family Matters
40 ▲	10.1/19	C	Northern Exposure
43 ▼	9.9/17	A	Movie:Russia With Love
43 ▼	9.9/18	C	Major Dad
45	9.7/21	N	Anna
45 ▼	9.7/18	C	Face to Face w C. Chung
47	9.5/17	F	Cops-Sunday
48	9.4/17	C	Doctor, Doctor
49	9.3/18	N	Hunter
50 ▲	9.0/16	A	Anything But Love
51 ▼	8.9/16	N	Movie:Steven, Pt.1
51 ▼	8.9/17	A	Primetime Live
53 ▼	8.8/16	N	L.A. Law
54 ▼	8.4/16	F	Simpsons
55	8.2/16	C	Candid Camera On Whls
55	8.2/15	F	Married/Children Spec.
57 ▼	8.1/14	A	Young Riders
58 ▼	7.9/14	C	48 Hours
58 ▲	7.9/16	C	Primetime Pets
60 ▲	7.8/17	N	13 East
61	7.7/14	A	Father Dowling
62 ▲	7.6/17	N	Amen
63 ▼	7.5/13	C	Eddie Capra Mysteries
64 ▼	7.4/14	F	Amer. Most Wanted
65	7.2/15	A	NFL Pre-Season Football
66 ▼	7.0/13	A	thirtysomething
67 ▲	6.8/15	A	Super Jeopardy!
68 ▼	6.4/12	A	Equal Justice
68 ▼	6.4/14	A	Twin Peaks
70 ▼	6.1/12	C	Newhart
71 ▼	6.0/13	A	Life Goes On
72	5.9/11	N	Baywatch Spec.
73 ▲	5.8/12	A	Monopoly
74	5.7/11	C	Meet The Raisins
75 ▼	5.6/11	C	Room For Romance
76 ▼	5.5/11	F	Cops
77	5.4/11	C	Tour Of Duty
78	5.1/9	F	Booker
79 ▼	5.0/11	F	Totally Hidden Video
80	4.8/10	C	Farm Aid Concert
81	4.7/10	N	Disney:Sky High
82 ▼	4.2/7	C	His & Hers
83 ▲	4.1/8	A	China Beach
84 ■	4.0/7	F	Glory Days
85 ▼	3.8/7	F	21 Jump Street
85	3.8/7	C	Wish You Were Here
87 ▼	3.3/7	F	Outsiders
88 ▼	3.1/5	F	Alien Nation
88 ▼	3.1/6	F	Tracey Ullman Show

FREEZE FRAMES: Syndication Scorecard * **Week ended Aug. 19**

Rank	Program (Syndicator)	Rtg	Stns	Cvg
1	Wheel of Fortune, syn. (King World)	11.3	232	99
2	Jeopardy! (King World)	10.2	219	98
3	Star Trek: Next Generation (Paramount)	8.1	235	98
4	Oprah Winfrey (King World)	7.9	213	99
5	Cosby Show (Viacom)	7.5	205	96
5	Current Affair(20th Century Fox TV)	7.5	195	98
7	Wheel of Fortune, wknd. (King World)	7.4	209	92
8	Entertainment Tonight (Paramount)	6.9	180	95
9	Universal Pict. Debut Net. (Universal)	6.6	135	92
10	Donahue (Multimedia)	5.9	228	99
11	Geraldo (Tribune)	5.0	188	98
11	Star Search (TPE)	5.0	172	96
13	Charles In Charge IV (MCA)	4.7	145	89
13	People's Court (Warner Bros Domestic TV)	4.7	180	90
15	Inside Edition (King World)	4.5	123	82

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KVEO(TV) Brownsville, KPEJ(TV) Odessa and KWKT(TV) Waco, all Texas. □ Sold by SWMM/Brownsville Corp. to Associated Broadcasters Inc. for $30.45 million. Total is due in cash at closing. KVEO(TV) went on air in Dec. 1981. KPEJ(TV) went on air in June 1986. KWKT(TV) went on air in March 1988. **Seller** is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, La. **Buyer** is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Galloway is 100% owner of Communications Corp., licensee of KPEL-(AM)-KTDY(FM) Lafayette, La., and KEZA-FM Fayetteville, Ark. KVEO(TV) is NBC affiliate on channel 23 with 2,500 kw vis., 1,000 kw aur. and antenna 1,500 feet above average terrain. KPEJ(TV) Odessa is Fox affiliate on channel 24 with 4,400 kw vis., 440 kw aur. and antenna 1,040 feet above average terrain. KWKT(TV) is Fox affiliate on channel 44 with 4,200 kw vis., 420 kw aur. and antenna 1,811 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$535,000** □ **5**

FM's □ **$295,000** □ **3**

AM-FM's □ **$21,113,500** □ **9**

TV's □ **$32,975,000** □ **4**

Total □ **$54,919,280** □ **21**

Year to Date:

AM's □ **$78,806,077** □ **178**

FM's □ **$390,183,987** □ **180**

AM-FM's □ **$329,422,198** □ **166**

TV's □ **$765,191,900** □ **77**

Total □ **$1,585,386,940** □ **613**

For 1989 total see Feb. 5, 1990 BROADCASTING.

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KKAM(AM) Fresno, KBOS(FM) Tulare, KIST(AM) Santa Barbara and KMGQ(FM) Goleta, all California □ Sold by Radio Fresno Inc. to Express Broadcasting Co. for undisclosed amount. Price is estimated to be $11 million. Two previous sales attempts, both at $11.75 million, fell through. Stations were acquired in 1986 for $8.35 million. **Seller** is headed by James Olerich, Burke Kaplan and Alex Sheftell and has interest in KXPT(FM) Oxnard-Ventura, Calif. **Buyer** is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA. KKAM is fulltimer with oldies format on 1340 khz with 1 kw. KBOS(FM) has CHR format on 94.9 mhz with 16.4 kw and antenna 847 feet. KIST is fulltimer with oldies format on 1340 khz with 1 kw. KMGQ(FM) has adult contemporary format on 106.3 mhz with 365 watts and antenna 879 feet.

KFON(AM) Rollingwood and KKMJ(FM) Austin, both Texas □ Sold by Keymarket of Austin Inc. to The Tremont Group Ltd. for $7 million. Stations were acquired in February 1989 and October 1986 for $400,000 and $15 million, respectively. **Seller** is headed by Kerby E. Confer and Donald Alt. Confer, through various companies, has interest in WILK-(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, Va., and KFRG-FM San Bernardino, CA. Alt has interest in WRUS(AM)-WBVR(FM) Russellville, Ky. **Buyer** is headed by Joseph C. Amaturo, Winifred J. Amaturo and Douglas Q. Amaturo. Joseph C. Amaturo is licensee of KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hayes, all Nebraska; and Channel 44 Ltd., licensee of WJTC(TV) Pensacola, Fla. KFON has beautiful music format on 1370 khz with 5 kw day and 500 w night. KKMJ(FM) has adult contemporary format on 95.5 mhz with 100 kw and antenna 1,000 feet.

KLMG-TV Longview, Tex. □ Sold by Jason R. Searcy, trustee, to Kamin Broadcasting Co. for $2.525 million. Price includes $175,000 deposit and $2.35 million assumption of debts. Station was acquired in June 1987. Seller has no other broadcast interests. Buyer is headed by Lester Kamin and has no other broadcast interests. KLMG-TV is CBS affiliate on channel 51 with 3,100 kw vis., 310 kw aur. and antenna 1,249 feet.

WALG(AM)-WKAK(FM) Albany, Ga. □ Sold by Platinum Broadcast Ltd. to Radio One WKAK Inc. for $1,255,200. Price includes $200 deposit and assumption of

FOR THE RECORD

As compiled by BROADCASTING from Aug 22 through Aug 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

OWNERSHIP CHANGES

Applications

■ **KKAM(AM) Fresno and KBOS(FM) Tulare, both California** (AM: BAL900802EC; 1340 khz; 1 kw-U; FM: BALH900802ED; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Seeks assignment of license from Radio Fresno Inc. to Exprs Broadcasting Co. for undisclosed amount (see "Changing Hands," page 54). Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell and has interest in KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (see below). Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA, and is also buying KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California. Filed Aug. 2.

■ **KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California** (AM: BAL900802EA; 1340 khz; 1 kw-U; FM: BALH900802EB; 106.3 mhz; 365 w; ant. 879 ft.)—Seeks assignment of license from Radio Santa Barbara Inc. to Exprss Broadcasting Co. for undisclosed amount (see "Changing Hands," page 54). Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell (see KKAM(AM) Fresno and KBOS(FM) Tulare, both California, above). Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA, and is also buying KKAM(AM) Fresno and KBOS(FM) Tulare, both California. Filed Aug. 2.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC; 1590 khz; 5 kw-D, 1 kw-N; FM: BALH900810ED; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for $1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. Filed Aug. 10.

■ **WXRS-AM-FM Swainsboro, GA** (AM: BAL900814HS; 1590 khz; 2.5 kw-D; 25 w-N; FM: BALH900814HT; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Lacom Communication Inc. to Roy A. Thompson for $500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 14.

■ **KLIC(AM) Monroe, LA** (BAL900813EA; 1230 khz; 1 kw)—Seeks assignment of license from Billy R. Vining, trustee, to KLIC Radio Inc. for $185,000. Seller has no other broadcast interests. Buyer is headed by Patricia S. Heard and has no other broadcast interests. Filed Aug. 13.

■ **WMAR(TV) Baltimore, MD** (BALCT900810KE; ch. 2; 100 kw-V; ant. 1,000 ft.)—Seeks assignment of license Gillett Broadcasting of Maryland Inc. to Scripps-Howard Broadcasting Co. for $154.7 million ("Changing Hands," July 30). Seller is headed by George N. Gillett Jr. and owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, FL, and KBIZ(AM)-KTWA(FM) Ottumwa, IA. Gillett owns 55% of SCI Television Inc., owner of WAGA(TV) Atlanta, WJW(TV) Cleveland, WITI(TV) Milwaukee, WJBK(TV) Detroit, WSBK(TV) Boston and KNSD(TV) San Diego. Buyer is headed by Jack R. Howard, Richard J. Janssen, Charles E. Scripps, Lawrence A. Leser, Donald L. Perris, Daniel J. Castellini, Gordon E. Heffern, John H. Burlingame, Robert E. Stautberg and Mortimer C. Watters, and has interest in KNXV-TV Phoenix; WFTS(TV) Tampa and WPTV(TV) West Palm Beach, both Florida; WXYZ-TV Detroit; KSHB-TV Kansas City, MO; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KJRH(TV) Tulsa, OK; KUPL-AM-FM Portland,